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5/9/3 (Item 3 from file: 347) 03813670

MARKETING STRATEGY ANALYSIS METHOD**PUB. NO.:** 04-178770 [JP 4178770 A]**PUBLISHED:** June 25, 1992 (19920625)**INVENTOR(s):** MIZUKOSHI CHINATSU

KATAYAMA MASAYOSHI

APPLICANT(s): HITACHI LTD [000510] (A Japanese Company or Corporation), JP (Japan)**APPL. NO.:** 02-304137 [JP 90304137]**FILED:** November 13, 1990 (19901113)**INTL CLASS:** [5] G06F-015/40; G06F-015/20**JAPIO CLASS:** 45.4 (INFORMATION PROCESSING -- Computer Applications)**JAPIO KEYWORD:** R107 (INFORMATION PROCESSING -- OCR & OMR Optical Readers)**JOURNAL:** Section: P, Section No. 1436, Vol. 16, No. 495, Pg. 66, October 14, 1992 (19921014)**ABSTRACT**

PURPOSE: To automatically analyze and evaluate a direct mail (DM) at the time of recovery by printing an extraction condition in the direct mail as a bar code and reading the bar code at the time of recovery of the direct mail to input the data extraction condition.

CONSTITUTION: When the extraction condition is inputted from a terminal equipment 1, a **customer data base** (DB) 2 is referred to extract customers satisfying the condition, and a DM label 3 is generated for each of these customers. At this time, the extraction condition is printed on the DM label 3 as a bar code. The DM with this DM label 3 is mailed to the customer home, and the recovered DM label 3 is inputted to a terminal equipment 4 to read the bar code, and a DM recovery information file 5 is generated and is used for analysis and evaluation. Thus, data is automatically totalized, and the effectiveness of the extraction condition is easily analyzed.

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010343883 **Image available**

WPI Acc No: 95-245971/199532

Related WPI Acc No: 93-133968; 93-272389; 94-126691; 94-217345; 95-075345;

95-089514; 95-320125; 97-086935; 97-235479; 97-319376; 97-372348;

97-424447; 97-502622; 97-558442

XRPX Acc No: N95-191035

Differential customers retail establishment sale promotion system - has one or more transaction terminals coupled to transaction processor that stores customer data base and processes customer information request

Patent Assignee: CREDIT VERIFICATION CORP (CRED-N)

Inventor: DEATON D W; GABRIEL R G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
US 5430644	A	19950704	US 89345475	A	19890501	G06F-019/00	199532 B
			US 92826255	A	19920124		
			US 92886382	A	19920519		
			US 94221622	A	19940330		
			US 94336880	A	19941109		

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Priority Applications (No Type Date): US 92886382 A 19920519; US 89345475 A 19890501; US 92826255 A 19920124; US 94221622 A 19940330; US 94336880 A 19941109

Patent Details:

Patent	Kind	Lan	Pg	Filing	Notes	Application	Patent
US 5430644	A		77	Cont of		US 89345475	
				CIP of		US 92826255	
				Cont of		US 92886382	
				Cont of		US 94221622	
				Cont of			US 5305196

Abstract (Basic): US 5430644 A

The system includes a terminal for entering customer transaction data including customers' unique identification codes at the point-of-sale. A bar code scanner is used for detecting the universal product code on products purchased by the customers. A memory stores the unique identification codes in association with the customer transaction data regarding a number of individual customers' specific product items detected over a period of time.

A processor is responsive to the stored customer transaction data for generating **incentive** signals for different customers. The **incentive** signals designate product promotion awards for an individual customer based upon product items detected by the bar code scanner in the individual customers' transactions prior to the current shopping visit.

USE/ADVANTAGE - In large number of customers' transaction processing, for identifying new customers and finding their transactional patterns. Enables store to adopt risk management to check verification based on customer transactional history and to improve store **marketing**.

Dwg.2a/18

Title Terms: DIFFERENTIAL; CUSTOMER; RETAIL; ESTABLISH; SALE; PROMOTE; SYSTEM; ONE; MORE; TRANSACTION; TERMINAL; COUPLE; TRANSACTION; PROCESSOR; STORAGE; CUSTOMER; DATA; BASE; PROCESS; CUSTOMER; INFORMATION; REQUEST

Derwent Class: T01; T05

International Patent Class (Main): G06F-019/00

File Segment: EPI

Manual Codes (EPI/S-X): T01-J05A1; T05-L01A; T05-L01C; T05-L01D; T05-L01X

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5/9/17 (Item 14 from file: 351)

009520836

WPI Acc No: 93-214378/199326

XRPX Acc No: N93-164749

Relationship scoring and incentive reward awarding for bank customers - obtaining and storing customer data in customer database file record, with relationship score determined from stored customer data on deposits, loans and referrals

Patent Assignee: HARRISON CO INC (HARR-N)

Inventor: HANSEN W P; MOTSCHENBACHER D M; NIMIS G R; REAGLE G S; SHURLING L W

Number of Countries: 021 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Main IPC	Week
WO 9312489	A1	19930624	WO 92US10868	A	19921215	G06F-015/20	199326 B
AU 9333224	A	19930719	AU 9333224	A	19921215	G06F-015/20	199344

Priority Applications (No Type Date): US 91808324 A 19911216

Cited Patents: US 5025372; US 5056019

Patent Details:

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Patent Kind Lan Pg Filing Notes Application Patent
WO 9312489 A1 E 72
Designated States (National): AU CA FI JP NO
Designated States (Regional): AT BE CH DE DK ES FR GB GR IE IT LU MC NL
PT SE
AU 9333224 A Based on WO 9312489

Abstract (Basic): WO 9312489 A

The relationship scoring process involves obtaining the customer data representing the enroled customer's relationships with the bank, and storing the customer data automatically in a **customer database** file record for the enroled customer. A portion of the customer data is obtained by automatically extracting customer data from the customer information file.

The process also involves determining the relationship score for the enroled customer automatically from the information stored in the **customer database** file record. The **incentive** rewards are awarded to the enroled customer based on the relationship score. The database file record has at least one field whose attributes can be selectively established and changed by the bank.

USE/ADVANTAGE - for financial services. Reduced manual labour and improved efficiency. Loyal customers can be attracted and retained. Allows significant opportunities for **marketing** services to be identified.

Dwg.1/11

Title Terms: RELATED; SCORE; REWARD; AWARD; BANK; CUSTOMER; OBTAIN; STORAGE
; CUSTOMER; DATA; CUSTOMER; DATABASE; FILE; RECORD; RELATED; SCORE;
DETERMINE; STORAGE; CUSTOMER; DATA; DEPOSIT

Derwent Class: T01

International Patent Class (Main): G06F-015/20

File Segment: EPI

Manual Codes (EPI/S-X): T01-J05A1; T01-J05B4

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